

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Applicant: : Thomas J. Perkowski

Serial No. : 09/695,744

Filing Date : October 24, 2000

Title of Invention : INTERNET-BASED ELECTRONIC COMMERCE (EC)
ENABLED SHOPPING NETWORK ALLOWING MEMBERS
OF A PRODUCT MANAGEMENT TEAM TO
COMMUNICATE DIRECTLY WITH CONSUMERS
SHOPPING ALONG EC-ENABLED MARKET SPACE ON THE
WORLD WIDE WEB (WWW), INCLUDING EC-ENABLED
WWW-SITES, EC-ENABLED STORES AND...



Examiner : Jeffrey Carlson

Group Art Unit : 3322

Attorney Docket No. : 100-046USA000

Honorable Commissioner of Patents

and Trademarks

Washington, DC 20231

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

UNDER 37 C.F.R. 1.97

Sir:

In order to fulfill Applicant's continuing obligation of candor and good faith as set forth in 37 C.F.R. 1.56, Applicant submits herewith a supplemental Information Disclosure Statement prepared in accordance with 37 C.F.R Sections 1.97, 1.98 and 1.99.

The disclosures enclosed herewith are as follows:

U.S. PUBLICATIONS

<u>NUMBER</u>	<u>FILING DATE</u>	<u>TITLE</u>
6,959,286 B2	October 16, 2002	METHOD AND SYSTEM FOR SEARCHING A DYNAMICALLY UPDATED DATABASE OF UPN/TM/PD AND URL DATA LINKS
US 2002/0129089	February 25, 2002	METHOD AND SYSTEM FOR DELIVERING TECHNOLOGY AGNOSTIC RICH MEDIA CONTENT WITHIN AN EMAIL, BANNER AD AND WEB PAGE
6,925,495	July 31, 2001	METHOD AND SYSEM FOR

		DELIVERING AND MONITORING AN ON-DEMAND PLAYLIST OVER A NETWORK
6,865,593	June 12, 2000	DYNAMIC INTEGRATION OF WEB SITES
6,631,357	June 25, 1999	METHOD OF AND SYSTEM FOR FINDING CONSUMER PRODUCT RELATED INFORMATION ON THE INTERNET USING AUTOMATIC REGISTRATION SOLICITATION TECHNIQUES TO HELP CREATE UPN/TM/PD/URL DATA LINKS STORED IN AN INTERNET-BASED RELATIONAL DATABASE SERVER
6,625,581 B1	November 22, 1999	METHOD OF AND SYSTEM FOR ENABLING THE ACCESS OF CONSUMER PRODUCT RELATED INFORMATION AND THE PURCHASE OF CONSUMER PRODUCTS AT POINTS OF CONSUMER PRESENCE ON THE WORLD WIDE WEB (WWW) AT WHICH CONSUMER PRODUCT INFORMATION REQUEST (CPIR) ENABLING SERVLET TAGS ARE EMBEDDED WITHIN HTML-ENCODED DOCUMENTS
6,591,247	August 7, 1998	METHOD AND APPARATUS FOR DISTRIBUTING AUDIOVISUAL CONTENT
6,567,857	July 29, 1999	METHOD AND APPARATUS FOR DYNAMIC PROXY INSERTION IN NETWORK TRAFFIC FLOW
6,542,933	April 5, 2000	SYSTEM AND METHOD OF USING MACHINE READABLE OR HUMAN-READABLE LINKAGE CODES FOR ACCESSING NETWORKED DATA RESOURCES
6,532,481	March 31, 2000	PRODUCT IDENTIFIER, CATALOG AND LOCATOR SYSTEM AND METHOD
6,490,567	January 15, 1997	SYSTEM AND METHOD FOR

DISTRIBUTED CONTENT ELECTRONIC COMMERCE

6,360,215	November 3, 1998	METHOD AND APPARATUS FOR RETRIEVING DOCUMENTS BASED ON INFORMATION OTHER THAN DOCUMENT CONTENT
6,339,438	July 27, 1999	SCROLL BAR WITH INTEGRATED ADVERTISEMENT
6,223,178	July 16, 1998	SUBSCRIPTION AND INTERNET ADVERTISING VIA SEARCHED AND UPDATED BOOKMARK SETS
6,189,137	November 21, 1997	DATA PROCESSING SYSTEM AND METHOD FOR SIMULATING "INCLUDE" FILES IN JAVASCRIPT
6,178,426	January 15, 1998	APPARATUS WITH EXTENDED MARKUP LANGUAGE DATA CAPTURE CAPABILITY
6,144,990	December 23, 1996	COMPUTER APPARATUS AND METHOD FOR COMMUNICATING BETWEEN SOFTWARE APPLICATIONS AND COMPUTERS ON THE WORLD- WIDE WEB USING UNIVERSAL VARIABLE HANDLING
6,101,510	January 29, 1997	WEB BROWSER CONTROL FOR INCORPORATING WEB BROWSER FUNCTIONALITY INTO APPLICATION PROGRAMS
6,031,989	February 27, 1997	METHOD OF FORMATTING AND DISPLAYING NESTED DOCUMENTS
6,021,416	November 25, 1997	DYNAMIC SOURCE CODE CAPTURE FOR A SELECTED REGION OF A DISPLAY
5,959,630	January 29, 1998	DISPLAY SCREEN PROCESSING APPARATUS AND STORAGE MEDIUM CONTAINING THEREIN PROGRAM FOR CONTROLLING DISPLAY SCREEN PROCESSING APPARATUS

5,918,013	June 3, 1996	METHOD OF TRANSCODING DOCUMENTS IN A NETWORK ENVIRONMENT USING A PROXY SERVER
5,918,010	February 6, 1998	COLLABORATIVE INTERNET DATA MINING SYSTEMS
5,890,135	February 20, 1996	SYSTEM AND METHOD FOR DISPLAYING PRODUCT INFORMATION IN A RETAIL SYSTEM
5,881,230	June 24, 1996	METHOD AND SYSTEM FOR REMOTE AUTOMATION OF OBJECT ORIENTED APPLICATIONS
5,838,906	October 17, 1994	DISTRIBUTED HYPERMEDIA METHOD FOR AUTOMATICALLY INVOKING EXTERNAL APPLICATION PROVIDING INTERACTION AND DISPLAY OF EMBEDDED OBJECTS WITHIN A HYPERMEDIA DOCUMENT
5,757,900	June 2, 1995	SYSTEM AND METHOD FOR SINGLE ACCESS DATABASE RETRIEVALS

FOREIGN PUBLICATIONS

<u>NUMBER</u>	<u>PUBLICATION DATE</u>	<u>TITLE</u>
WO 01/77838 A1	October 18, 2001	DYNAMIC INTEGRATION OF WEB SITES

PUBLICATION

Web article entitled "Macromedia Takes Stake in ePod" by Pamela Parker, July 5, 2000, <http://www.clickz.com/news/article/php/408081>.

Web article entitled "New Ad Vehicle Fights the Banner Ad Clickthrough Dilemma" by Ann M. Mack, May 22, 2000, Brandweek, http://www.findarticles.com/p/articles/mi_m0BDW/is_21_41/ai_62661555.

Web article entitled "NBCi Signs 3-Tier Deal to Plug ePod Showcase" by Ann M. Mack, 2001, AdweekOnline, <http://www.geoffclendenning.com/Adweek%20Online2.htm>.

Web article entitled "e-Pod Bundles with DoubleClick", AdWeekOnline Interactive News, June 15, 2000, <http://www.geoffclendenning.com/Adweek%20Online.htm>.

Web Article entitled "E-Commerce Report: E-Tailers Fine-Tune Affiliate Sales" by Bob Tedeschi, November 6, 2000, New York Times on the Web, http://www.geoffclendenning.com/NYTimes_press.htm.

Web-based product brochure for the Synclink Item Catalog by Vialink, Inc., <http://www.vialink.com/products/products-catalog.html>, 1 page.

ABSTRACTS OF DISCLOSURE

U.S. Patent No. 6,959,286 B2 to Perkowski discloses an Internet-based method of and system for enabling communication of consumer product information between a vendor and a consumer in a stream of commerce. The Internet-enabled system comprises an Internet-enabled database server for storing a plurality of UPN/TM/PD/URL links for each consumer product registered with the Internet-enabled database server. A first http-enabled information server enables the vendor and/or its agents to create and manage the UPN/TM/PD/URL links stored in the Internet-based information server. A second http-enabled information server publishes an HTML-encoded graphical user interface (GUI) which functions as a consumer product information (CPI) search screen for use by the consumer. An http-enabled client computer enables the consumer to (i) access and display the published HTML-encoded GUI, and (ii) provide one or more UPN, TM and/or PD data elements to the Internet-enabled database server by way of the published HTML-encoded GUI, and access and a plurality of URLs associated with the entered UPN, TM and/or PD data elements and arranged in the form of a menu of categorized consumer product information resources. By virtue of the present invention, the consumer can access and display one or more information resources on the Internet from the information resource menu, thereby enabling enable communication of consumer product information between the vendor and the consumer in the stream of commerce.

U.S. Publication No. 2002/0129089 to Hegde et al. discloses a method and system wherein rich media presentations are included in an email, banner ad, and web page. Rich media presentations may be automatically played within an email, banner ad, and web page. When a video banner (Vbanner), video email (Vmail), or video page (Vpage) is included in a requested page, the requesting device receives the necessary rich media presentations, including a virtual player, presentation packages, and media packages, necessary to play the presentation. When the banner ad is downloaded, the rich media presentation begins to automatically play within the page on supported devices. Many options may be set controlling the operation of the Vbanner, Vmail and Vpage. A virtual player is created that includes code to play media files. A presentation package is created that sets the presentation attributes for the multimedia experience. A media package is created that instructs the virtual player what multimedia content to play.

U.S. Patent No. 6,925,495 to Hedge et al. discloses a method and system wherein a playlist is delivered to a requesting device over a network and their performance on the device is monitored. Attributes of the requesting device are determined to increase performance of the

playlist. The attributes may include information relating to the operating system of the requesting device; a media player; a bandwidth parameter; presence or absence of a firewall, permissions related to the requesting device, and the like. Media instructions are generated that direct the performance of the playlist on the requesting device and are based on the determined attributes. The playlist is retrieved from a location on the network picked to optimize performance. The playlist may be generated in real time or may be cached and stored at various locations on a network. The performance of the playlist is monitored to help ensure the proper performance of the playlist.

U.S. Patent No. 6,865,593 to Reshef et al. discloses a method for displaying information that includes identifying computer-readable service code at a service site, which code, when read by a client computer via a network, causes the computer to display at least one service page containing service information. At least a portion of the service-code is selected for inclusion in a service component containing at least a portion of the service information that corresponds to the selected code. A pointer is generated, indicating a location at which the service component is accessible, for inclusion of the pointer in host code accessible to the client computer from a host site, which is separate from the service site and is accessible via the network, the host code, when read by the client computer, causing the computer to display a host page containing host information. An invocation of the pointer by the client computer is received at the location when the client computer accesses the host page. The selected service code is then conveyed to the client computer, such that responsive to the selected service code, the client computer displays the service component on the host page.

U.S. Letters Patent No. 6,631,357 to Perkowski discloses a novel system and method for finding product and service related information on the Internet. The system includes Internet Servers which store information pertaining to Universal Product or Service Number (e.g. UPC number) preassigned to each product and service registered in the system, with Uniform Resource Locators (URLs) that point to the location of one or more information resources on the Internet, e.g. World Wide Websites, related to such products or services. Each client computer system includes an Internet browser or Internet application tool which is provided with a "Internet Product/Service Information (IPSI) Finder" button and a "Universal Product/Service Number (UPSN) Search" button. The system enters its "IPSI Finder Mode" when the "IPSI Finder" button is depressed and enters the "UPSN Search Mode" when the "UPSN Search" button is depressed. When the system is in its IPSI Finder Mode, a predesignated information resource (e.g. advertisement, product information, etc.) pertaining to any commercial product or service registered with the system is automatically accessed from the Internet and displayed from the Internet browser by simply entering the registered product's UPN or the registered service's USN into the Internet browser. When the system is in its "UPSN Search Mode", a predesignated information resource pertaining to any commercial product or service registered with the system is automatically accessed from the Internet and displayed from the Internet browser by simply entering the registered product's trademark(s) or (servicemark) and/or associated company name into the Internet browser.

U.S. Letters Patent No. 6,625,581 to Perkowski discloses a method of and system for delivering consumer product related information to consumers over the Internet. The system and method involves creating an UPN-encoded Consumer Product Information (CPIR) enabling Applet for each consumer product registered within a manufacturer-managed UPN/URL database management system. Each CPIR-enabling Applet is encapsulated within an executable

file and then stored in the UPN/URL database management system. Each CPIR-enabling Applet is searchable and downloadable by, for example, (1) retailers purchasing products from an electronic-commerce enabled product catalog, (2) advertisers desiring to link consumer product information to Web-based product advertisements, or (3) anyone having a legitimate purpose of disseminating such information within the stream of electronic commerce. After downloading and extraction from its encapsulating file, the CPIR-enabling Applet is embedded within an HTML-encoded document associated with, for example, an EC-enabled store, on-line auction site, product advertisement, Internet search engine or directory, and the like. Upon encountering such an Applet-encoded HTML document on the WWW, the consumer need only perform a single mouse-clicking operation to automatically execute the underlying CPIR-enabling Applet (on either the client or server side of the network), causing a UPN-directed search to be performed against the manufacturer-defined UPN/URL Database, and the results thereof displayed in an independent Java GUI, without disturbing the consumer's point of presence on the WWW. Preferably, the CPIR-enabling Applets are realized using JavaTM technology, although it is understood that alternative technologies can be used to practice the system and methods of the present invention.

U.S. Patent No. 6,591,247 to Stern discloses an advertising method and system to disseminate information concerning multiple products that includes a database containing the information and provides a perceivable stimulus to a consumer positioned proximate to site, with the site being remotely disposed with respect to the database. To disseminate the information, a set of software modules are employed which implement a set of functionalities intended to provide centralized management, remote distribution, and the stimulus. The stimulus is provided by playback of digitally encoded information which may include a stimulus that is either auditory, visual, olfactory, tactile or any combination thereof. The stimulus may be provided by a dedicated multimedia kiosk which includes a monitor, digital processor having a sound card and an input device, such as a keyboard or a mouse. In addition, the stimulus may be provided using products advertised for sell in the retail store where the consumer is located or in conjunction with a kiosk. The stimulus may be either interactive or non-interactive. For example, an interactive consumer stimulus may be initiated by a consumer scanning a UPC code on a product of interest.

U.S. Patent No. 6,567,857 to Gupta et al. discloses a method and apparatus for dynamic proxy insertion in network traffic path. According to one or more embodiments of the invention, a request and/or response message may be modified to include one or more thru-proxy tags to identify a network (or traffic) node (e.g., a proxy, server, or intermediary). For example, a request directed to a server or a response directed to a client may be altered to insert a plurality of intermediate or final destination designations. In so doing, a path of a request or response may be altered dynamically. A thru-proxy tag in a response may be inserted in a related request to identify a destination or node such that the request is sent to the destination in the thru-proxy tag before being sent to an origin server. Thru-proxy tags may be used to identify multiple and/or alternate destinations.

U.S. Patent No. 6,542,933 to Durst Jr. et al. discloses a system and method of inputting into the client computer a linkage code (a machine readable code such as a bar code symbol or a human-readable alphanumeric text string) that includes a server identification code and an item identification code. The client computer then extracts the server identification code, and obtains from local cache or from the routing server a URL template associated with the server

identification code. The URL template includes the name of an information server and at least one parameter field to be completed by the client computer. The URL template is completed by the client computer by filling in at least the item identification code, and the completed URL template is then sent to the information server named therein as a primary content URL request.

U.S. Letters Patent No. 6,532,481 to Fassett Jr. discloses a key code that, generating engine strips extenders and other unwanted characters from a file or product name, truncates the remainder to a set maximum, appends the result to an identifier and provides a version suffix. The key code then is associated with other information about the file or product, such as a description, version, size, and a location identifier such as an address, telephone number or Internet web site URL. The resulting record is collated into a plurality of databases accessible through the Internet and searchable by key code or Boolean keyword strings to locate files for downloading or vendors' web pages for ordering or learning more about a product. Multiple database systems segregated by subject matter can provide users a virtual card catalog of products and their respective upgrades, patches and add-ons. The key code, when applied to physical products instead of files, also can provide means for researching availability and ordering such physical products and accessories through alternative supplier inventory schemes.

U.S. Letters Patent No. 6,490,567 to Gregory discloses a system and method wherein distributed electronic commerce is conducted over a network by substantially separating transaction functionality from merchant content. Electronic commerce transaction functionality is provided by a commerce server having a commerce database. The commerce server stores merchant and purchaser profile data and merchant content summaries on the commerce database. The purchaser browses and searches for product and merchant information using the commerce server, and is provided with more detailed information stored at a separate merchant content server system. The purchaser selects products to purchase, and a purchase order is sent to the commerce server. The commerce server initiates the settlement of accounts between the merchant and purchaser, and initiates order fulfillment for the selected product. The separation of transaction functionality and merchant content onto separate servers under the control of a commerce service provider and a merchant, respectively, provides a more efficient and effective way of carrying out electronic commerce over a network.

U.S. Patent No. 6,360,215 to Judd et al. discloses a method and apparatus for retrieving documents from a collection of documents based on information other than the contents of a desired document. The collection of documents, which may be a hypertext system or documents available via the World Wide Web, is indexed. In one embodiment, an indexing process of a search engine receives one or more specifications that identify documents, or document locations, and non-content information such as a tag word or code word. The indexing process searches the index to identify all documents in the index that match one or more of the specifications. If a match is found, the tag word is added to the index, and information about the matching document is stored in the index in association with the tag word. A search query is submitted to the search engine. The search query is automatically modified to add a reference to the tag word, such as a query term that will exclude any index entry for a document associated with the tag word. The search is executed against the index, and a set of search results is generated. Accordingly, the search results automatically exclude all documents associated with the tag word. These techniques may be used, for example, to implement a Web search service that produces more accurate search results or that prevents certain documents, such as pornographic materials, from appearing in search results.

U.S. Patent No. 6,339,438 to Bates et al. discloses a method and system for storing one or more searchable repositories of bookmark sets in a computer system, each bookmark set being downloadable to a client browser as a unit. Each bookmark set contains a set of Uniform Resource Locators (URLs) and is associated with related information such as a set of keywords, one or more topics and user specific information. The bookmark set is downloadable as a unit to the client browser. When a search query from a client containing a set of keywords is received, the stored bookmark sets are searched for one or more bookmark sets associated with at least one keyword matching a keyword from the search query. A list of bookmark sets which satisfy the query, i.e. are associated with matching keywords, are returned to the client browser. Responsive to a request for downloading a selected bookmark set, the selected bookmark is served to the client. The selected bookmark set is received and used by the client browser to access the set of URLs in the selected bookmark set. In one embodiment of the invention, some bookmarks within a bookmark set are designated as base bookmarks which are always served with the bookmark set. Other bookmarks in the bookmark set are designated as variable bookmarks which are served with the bookmark set if a set of conditions are met, e.g., the client request originates from a specific geographic region. If the set of conditions is detected the base and variable bookmarks are served as a unit as the selected bookmark set.

U.S. Patent No. 6,223,178 to Himmel et al., discloses a system of storing one or more searchable repositories of bookmark sets in a computer system, allowing each bookmark set to be downloaded to a client browser as a unit. Each bookmark set contains a set of Uniform Resource Locators (URLs) and is associated with related information such as a set of keywords, one or more topics and user specific information. The bookmark set is downloadable as a unit to the client browser. When a search query from a client containing a set of keywords is received, the stored bookmark sets are searched for one or more bookmark sets associated with at least one keyword matching a keyword from the search query. A list of bookmark sets which satisfy the query, i.e. are associated with matching keywords, are returned to the client browser. Responsive to a request for downloading a selected bookmark set, the selected bookmark is served to the client. The selected bookmark set is received and used by the client browser to access the set of URLs in the selected bookmark set. In one embodiment of the invention, some bookmarks within a bookmark set are designated as base bookmarks which are always served with the bookmark set. Other bookmarks in the bookmark set are designated as variable bookmarks which are served with the bookmark set if a set of conditions are met, e.g., the client request originates from a specific geographic region. If the set of conditions is detected the base and variable bookmarks are served as a unit as the selected bookmark set.

U.S. Patent No. 6,189,137 to Hoffman discloses a data processing system and methodology simulate "include" function in the JavaScript programming language. The include function is utilized to more efficiently use a set of instructions that are repeated during execution of a program. By setting those instructions in a single file that is then called through the use of a JavaScript subroutine calling protocol, sets of instructions may be repeatedly accessed and executed in a manner that simulates the include function provided by other programming languages.

U.S. Patent No. 6,178,426 to Klein et al. discloses a computer implemented apparatus that captures data from a user into a form specified in accordance with a markup language such as hypertext markup language. The user selects a data type such as text, handwriting, voice,

image and video data type to be captured. Once the user indicates the type of data to be captured, the apparatus enables a transducer associated with the selected data type to capture data. The apparatus also formats data from the transducer into a predetermined format, stores and displays the formatted data in the markup language form.

U.S. Patent No. 6,144,990 to Brandt et al. discloses a computer system and method for providing access to a software application from a web browser over the WWW. The system includes one or more computers executing a web browser, a web server application, an application gateway, and a software application. The system and method allows a user of the web browser to access the software application. The user inputs data via the web browser, which is communicated to the web server application, which passes the input to a CGI module. Based upon the web browser input, the CGI selects an HTML template containing at least one variable. The variable is passed to an application gateway which requests a value for the variable from the software application. The value is passed back to the CGI and inserted into the HTML template in place of the variable. The completed HTML template is then sent back to the web browser. The application gateway comprises a web based interface to the software application in combination with templates that specify variables.

U.S. Patent No. 6,101,510 to Stone et al. discloses a web browser control allows application program developers to incorporate web browser functionality into application programs. The web browser control exposes web browsing functionality to application programs through an application program interface. This interface comprises member functions, events and properties. The member functions provide high level services such as Navigate to a URL, go forward or backward in a navigation stack, or refresh the display of an HTML page. The events are notification messages that the control sends to a host application to notify the application about actions that have taken place or are about to take place. The properties provide status information about an instance of a control. A host application can create several instances of the web browser control and communicate with them through the interface on each instance.

U.S. Patent No. 6,031,989 to Cordell discloses a new reference tag as an extension to the HyperText Markup Language (HTML). The new reference tag allows nesting of HTML and other electronic documents within a main HTML document obtained from a computer network such as the Internet or an intranet while maintaining all the layout and presentation capabilities of HTML in both the main and nested documents. The new reference tag is implemented as a container tag. If a client network applications understands the new reference tag, nested documents are displayed for a user. If the client network application does not understand the new reference tag, then the other HTML information tags contained between the beginning and end of the reference tag (i.e. the reference tag container) are used to display information for a user.

U.S. Patent No. 6,021,416 to Dauerer et al. discloses a method and system for processing a hypertext markup language (HTML) source file stored in a server processor. The processing is performed by a browser program in a client processor. The server processor and client may communicate with each other across a communications network, which may be the Internet. The HTML source file may define a web page in the worldwide web. The browser, in the client processor, processes the source file to generate an output display. A region within the output display is selected using a pointing device, such as a mouse, track ball, or the like. The region includes less than the whole output display. The region includes information, which may include text, a list, a table, or a graphic. Information that is displayed within the region is identified by

the client processor. The client processor identifies a portion of the source file from which the information displayed within the region is generated. The portion is less than the whole source file. The identification includes a search for matching text in the region and in the portion of the source file. The HTML tags in the source file are examined to determine whether they are the appropriate tags to generate the information in the region. The identified portion of the source file is output by the client processor.

U.S. Patent No. 5,959,630 to Takeuchi et al. discloses a display screen processing apparatus that includes a display portion having a display screen; a display information acquiring section for acquiring a display information object to be displayed on the display screen; a display information dividing section for dividing the display information object into a plurality of partial display information objects on the basis of attribute information embedded in the display information object; an icon creating section for creating a split display icon for indicating positions of split display areas which are in a one-to-one correspondence with the partial display information objects within the entire display screen; a display controlling section for displaying the split display icon in a peripheral area of the display screen; and an icon designating portion for designating one of the split display areas in the split display icon. The display controlling section is adapted to display on a greater scale a partial display information object corresponding to the designated split display area on the entire display screen.

U.S. Patent No. 5,918,013 to Mighdoll et al. discloses a method of providing a document to a client coupled to a server. The server provides a number of Internet services to the client, including functioning as a caching proxy on behalf of the client for purposes of accessing the World Wide Web. The proxying server includes a persistent document database, which stores various attributes of all documents previously retrieved in response to a request from a client. When a Web document is retrieved from a remote server in response to a request from the client, the database is consulted and the stored information relating to the requested document is used by the server in transcoding the document. The document is transcoded for various purposes, including to circumvent bugs or quirks found in the document, to size the document for display on a television set, to improve transmission efficiency of the document, and to reduce latency. The transcoder makes use of the document database to perform these functions. The document database is also used for prefetching previously requested documents and images and for reducing latency when downloading images to the client.

U.S. Patent No. 5,918,010 to Appleman et al. discloses a collaborative Internet data mining system for facilitating a group effort from a plurality of guides to the Internet, by automatically processing the information provided by the guides and thereby create a branded or uniform look and feel to the web sites supported by the plurality of guides.

U.S. Patent No. 5,890,135 to Powell discloses a system for displaying, and redeeming electronic discount coupons in a store. The system includes a "smart card", product stations adjacent to selected products in the store, a display kiosk, and a checkout station in the checkout area. The customer may come to the store with the card loaded with electronic coupons. At any time, the customer may insert the card in a display kiosk to view the coupons stored on the card. The display kiosk displays a video image for each coupon on the card or prints a shopping list for items in the store corresponding to coupons on the card. Upon completion of shopping, the customer redeems the electronic coupons at the checkout area, by inserting the card into the checkout station. During checkout, when UPC data matches coupons stored on the card, the

customer is credited with the value of the corresponding coupon.

U.S. Patent No. 5,881,230 to Christensen et al. discloses an object oriented programming environment that is extended to allow a client object oriented application running under a client/server operating system to communicate with a plurality of server object oriented applications located on one or more remote computers in a distributed computer environment. The extended object oriented programming environment provides the capability for a client object oriented application to connect to, and communicate with remote server object oriented applications as well as make object references to remote objects and remote object data. The extended object oriented programming environment is used for designing N-tiered logical models for distributed computing applications, while providing a flexible and adaptable M-tiered physical model underneath the N-tiered logical model. This environment is also used to provide the ability to reference remote objects from Internet and other client network applications.

U.S. Patent No. 5,838,906 to Doyle et al. discloses a system that allows a user of a browser program on a computer connected to an open distributed hypermedia system to access and execute an embedded program object. The program object is embedded into a hypermedia document much like data objects. The user may select the program object from the screen. Once selected the program object executes on the user's (client) computer or may execute on a remote server or additional remote computers in a distributed processing arrangement. After launching the program object, the user is able to interact with the object as the invention provides for ongoing interprocess communication between the application object (program) and the browser program. One application of the embedded program object allows a user to view large and complex multi-dimensional objects from within the browser's window. The user can manipulate a control panel to change the viewpoint used to view the image. The invention allows a program to execute on a remote server or other computers to calculate the viewing transformations and send frame data to the client computer thus providing the user of the client computer with interactive features and allowing the user to have access to greater computing power than may be available at the user's client computer.

U.S. Patent No. 5,757,900 to Nagel et al. discloses a method for reading a desired telephone data record associated with a given telephone number from a line record database. Initially, a data processor reads data from an accessing data record stored in an index database. The accessing data record contains at least an accessing number designating a series of telephone numbers including the given telephone number, a pointer pointing to a data cluster in the line record database, and a blocking factor associated with the data cluster. The data cluster comprises a plurality of data nodes and includes all of the telephone data records associated with the series of telephone numbers designated by the accessing number. Each data node contains a number of individual telephone data records up to the blocking factor and a number of pointers each pointing to one of the number of individual telephone data records. The data processor accesses a data cluster based on the data read from the index database. The data processor then determines the position of a desired data node containing the desired telephone data record in the data cluster, the total number of telephone numbers in the data cluster, and the blocking factor. Then the data processor reads the desired data node and extracts the desired telephone data record from the desired data node using the pointer associated with the desired telephone data record.

WIPO Publication No. WO 01/77838 by WebCollage Inc. discloses a method for

displaying information that includes identifying computer-readable service code at a service site, which code, when read by a client computer via a network, causes the computer to display at least one service page, containing service information. At least portion of the service code is selected for inclusion in a service component containing at least a portion of the service information that corresponds to the selected code. A pointer is generated, indicating a location at which the service component is accessible, for inclusion of the pointer in the host code accessible to the client computer from a host site, which is separate from the service site and is accessible via the network, the host code, when read by the client computer, causing the computer to display a host page containing host information. An invocation of the pointer by the client computer is received at the location when the client computer accesses the host page. The selected service code is then conveyed to the client computer, such that responsive to the selected service code the client computer displays the service component on the host page.

The web-based publication entitled "Macromedia Takes Stake in ePod" describes the July 2000 investment made by Macromedia, Inc. in the start-up company ePod Corp. and the co-marketing agreement made between the two companies to market the ePod showcase technology that uses the Flash technology developed by Macromedia, Inc.

The web-based publication entitled "New Ad Vehicle Fights the Banner Ad Clickthrough Dilemma" describes developments made in online advertising and the use of pop-up banner ads therein.

The web-based publication entitled "NBCi Signs 3-Tier Deal to Plug ePod Showcase" describes the alliance formed between ePod Corp. and NBC Internet to promote e-Pod's transactional Internet advertising showcase which contains a merchant's branded message and targeted products. As described back in 2000, using an ePod builder, advertisers create and update these micro-sites (realized using Flash technology) and upload them to ePod.com, a commerce network that allows merchants to distribute and manage ePod programs across affiliated networks; and that ePod.com also tracks each mini-store's (ePod advertising unit's) performance. If the consumer clicks on an ePod ad unit, and takes the desired action, such as buying, balloting or submitting their email address, then ePod earns \$.02-\$.50 per action.

The web-based publication entitled "e-Pod Bundles with DoubleClick" describes an agreement made between ePod Corp. and DoubleClick, Inc. in 2000, that allows DoubleClick to offer ePod ad technology across its advertising network.

The New York Times article entitled "E-Commerce Report: E-Tailers Fine-Tune Affiliate Sales" describes ePod's Flash-based micro-sites as miniature, portable stores for e-tailers, who can set them up within the content sites or various corners of the Internet. As disclosed, in this November 2000 article, ePod micro-sites, referred to therein as "digital kiosks", allow e-tailers to ensure better treatment of their brands, while allowing their affiliates to keep visitors on their sites, even when they make a purchase.

The Brandweek article (May 22, 2000 by Ann M. Mack) entitled "Banner Daze: Brief Article" (republished by Looksmart® FindArticles) describes several kinds of technologies that were being developed back in 2000 in effort to solve some of the problems presented by conventional pop-banner ads which carry Web surfers away from the Website hosting these banner ads. This Brandweek Article describes two technologies in particular, namely: (1) the "expand-o" ad unit,

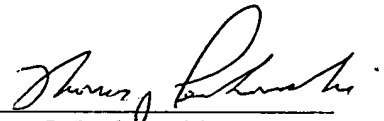
developed by the San Francisco based Organic interactive agency, which leverages DHTML technology to recreate a portion of an advertiser's web site within the body of the expand-o ad unit, wherein the ad unit reaches into the advertising site, and pulls out content, reformatting where necessary to fit into the expand-o space, and enabling transacting and registering; and (2) the ePod transactional advertising showcase technology, developed by ePod Corp, which resides on a website in its full size, and likened to a mini-store or website within a website, piques the surfer's curiosity in the advertised product or service, and lets them shop, sign up for newsletters, or register for prizes all within the ePod ad unit, and without whisking them away from the website they are on.

A separate listing of the above references on PTO Form 1449 and hard copies of all non-patent and foreign publications prior art are enclosed herewith for the convenience of the Examiner.

The Commissioner is hereby authorized to charge any fee deficiencies or overpayments to Deposit Account No. 16-1340.

Respectfully submitted,

Dated: March 12, 2007

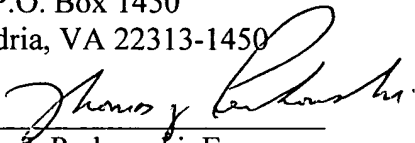


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Thomas J. Perkowski, Esq.

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Date: March 12, 2007

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**SUPPLEMENTAL INFORMATION
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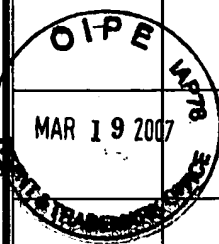
Complete If Known

Application Number	09/695,744
Filing Date	October 24, 2000
First Name Inventor	Thomas J. Perkowski
Group Art Unit	3322
Examiner Name	Jeffrey Carlson
Attorney Docket Number	100-046USA000

U.S. PATENT DOCUMENTS

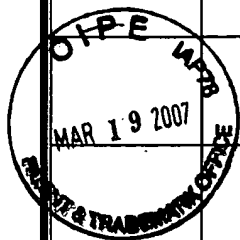
Examiner Initials	Cite No.	U.S. Patent Documents		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Intr'l Class / Sub Class
		Number	Kind Code (if known)			
		6,959,286 B2		Perkowski	10/25/2005	G06F 17/60
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		6,360,215		Judd et al.	03/19/2002	G06F 7/00
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		5,890,135		Powell	03/30/1999	G06F 17/60

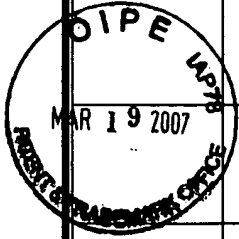
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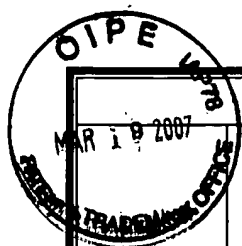
Examiner Initials	Cite No.	U.S. Patent Documents		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Intn'l Class / Sub Class
		Number	Kind Code (if known)			
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PUBLICATIONS

Examiner Initials	Cite No.	Description
		Web article entitled "Macromedia Takes Stake in ePod" by Pamela Parker, July 5, 2000, http://www.clickz.com/news/article/php/408081
		Web article entitled "New Ad Vehicle Fights the Banner Ad Clickthrough Dilemma" by Ann M. Mack, May 22, 2000, Brandweek, http://www.findarticles.com/p/articles/mi_m0BDW/is_21_41/ai_62661555 .
		Web article entitled "NBCi Signs 3-Tier Deal to Plug ePod Showcase" by Ann M. Mack, 2001, AdweekOnline, http://www.geoffclendenning.com/Adweek%20Online2.htm .
		Web article entitled "e-Pod Bundles with DoubleClick", AdWeekOnline Interactive News, June 15, 2000, http://www.geoffclendenning.com/Adweek%20Online.htm .
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		Web-based product brochure for the Synlink Item Catalog by Vialink, Inc., http://www.vialink.com/products/products-catalog.html , March 20, 2000, 1 page.



**FOREIGN PATENT DOCUMENTS**

Examiner Initials	Foreign Patent Document				Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Intn'l Class / Sub Class
	Office	Number	Kind Code (if known)				
		PCT	WO 01/77838 A1		WebCollage Inc.; New York, NY	10/18/2001	G06F 13/00

EXAMINER**DATE CONSIDERED**

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance not considered. Include copy of this form with next communication to applicant.

(INFORMATION DISCLOSURE STATEMENT – SECTION 9 PTO-1449)